Amendments to the Claims:

1. (Currently Amended) An apparatus comprising a processor and a memory storing executable instructions that in response to execution by the processor cause the apparatus to at least perform the following:

~~a processor configured to receive~~ receiving, from a terminal located remote from the apparatus, a status of at least one piece of content stored in memory of the terminal, wherein each piece of content is associated with parameters including a client expiration time and a deletion priority value~~, and wherein the processor is also configured to send~~; and

sending one or more instructions to the terminal based upon the status and the associated parameters, including the client expiration time and deletion priority value, to at least partially control storage of the at least one piece of content in memory of the terminal.

2. (Currently Amended) The apparatus of Claim 1, wherein ~~the processor is configured to determine~~ sending one or more instructions comprises:

~~if~~ determining when memory of the terminal has sufficient storage capacity for at least one subsequent piece of content~~,~~; and ~~if~~ when memory does not have sufficient storage capacity, ~~send~~

sending one or more instructions to instruct at least one of the terminal or a user of the terminal to delete at least one piece of content based upon a comparison ~~of~~ between the deletion priority values of a plurality of pieces of content stored in memory of the terminal.

3. (Currently Amended) The apparatus of Claim 2, wherein ~~the processor is configured to determine~~ sending one or more instructions to delete at least one piece of content comprises:

determining a plurality of pieces of content having an exceeded client expiration time~~, identify~~;

identifying a piece of content having a highest deletion priority value from a comparison ~~of~~ between the deletion priority values of the pieces of content having an exceeded client

expiration time, ~~and send~~ the comparison excluding any piece of content without an exceeded client expiration time; and

sending one or more instructions to instruct the terminal to delete the identified piece of content.

4. (Currently Amended) The apparatus of Claim 3, wherein ~~the processor is configured to repeatedly identify a piece of content, and send~~ identifying a piece of content, and sending one or more instructions to instruct the terminal to delete the identified piece of content, comprise repeatedly identifying a piece of content, and sending one or more instructions to instruct the terminal to delete the identified piece of content, until one of memory of the terminal has sufficient storage capacity for the at least one subsequent piece of content, or each piece of content having an exceeded client expiration time has been identified and deleted.

5. (Currently Amended) The apparatus of Claim 4, wherein the memory stores executable instructions that in response to execution by the processor, when memory of the terminal does not have sufficient storage capacity for at least one subsequent piece of content and each piece of content having an exceeded client expiration time has been identified and deleted, ~~the processor is further configured to identify~~ cause the apparatus to further perform the following:

identifying at least one piece of content having a highest deletion priority value from a comparison ~~of~~ between the deletion priority values of any pieces of content remaining in memory of the terminal~~, and send~~; and

sending one or more instructions to instruct the terminal to delete the identified at least one piece of content.

6. (Currently Amended) The apparatus of Claim 1, wherein the ~~apparatus~~ memory is configured to store at least one piece of content, wherein the parameters further include a server expiration time, and wherein the ~~processor is configured to send~~ memory stores

executable instructions that in response to execution by the processor cause the apparatus to further perform sending at least one piece of content to the terminal.

7. (Currently Amended) The apparatus of Claim 6, wherein the ~~processor is further configured to monitor~~ memory stores executable instructions that in response to execution by the processor cause the apparatus to further perform the following:

monitoring the server expiration time of the at least one piece of content in memory of the apparatus to determine ~~if~~ when at least one piece of content has an exceeded server expiration time~~,~~; and ~~if~~ when at least one piece of content has an exceeded server expiration time, ~~delete~~

deleting the at least one piece of content having an expired server expiration time.

8. (Cancelled)

9. (Previously Presented) The apparatus of Claim 1, wherein the each piece of content stored in memory of the terminal is associated with respective parameters.

10. (Cancelled)

11. (Currently Amended) The apparatus of Claim 9, wherein the ~~processor is configured to associate~~ memory stores executable instructions that in response to execution by the processor cause the apparatus to further perform the following:

associating each piece of content stored in memory of the terminal with respective parameters.

12. (Currently Amended) An apparatus comprising a processor and a memory storing executable instructions that in response to execution by the processor cause the apparatus to at least perform the following:

~~a processor operable within a terminal and configured to send~~ sending, to ~~a network entity~~ another apparatus located remote from the ~~terminal~~ apparatus, a status of at least one piece

of content stored in memory of the ~~terminal~~ apparatus, each piece of content being associated with parameters including a client expiration time and a deletion priority value~~,~~; and

~~wherein the processor is configured to receive~~ receiving one or more instructions from the ~~network entity~~ other apparatus based upon the status and the associated parameters, including the client expiration time and deletion priority value, to at least partially control storage of the at least one piece of content in memory of the ~~terminal~~ apparatus.

13. (Currently Amended) The apparatus of Claim 12, wherein ~~the processor is configured to receive~~ receiving one or more instructions comprises receiving one or more instructions to delete at least one piece of content based upon a comparison ~~of~~ between the deletion priority values of a plurality of pieces of content stored in memory, ~~the processor being configured to receive~~ the one or more instructions ~~if~~ being received when, based on a determination ~~if~~ of when memory has sufficient storage capacity for at least one subsequent piece of content, the memory does not have sufficient storage capacity.

14. (Currently Amended) The apparatus of Claim 13, wherein ~~the processor is configured to send~~ sending a status comprises sending a status of the at least one piece of content to enable the ~~network entity~~ other apparatus to determine ~~if~~ when at least one piece of content has an exceeded client expiration time, and wherein, when the ~~network entity~~ other apparatus determines a plurality of pieces of content have an exceeded client expiration time, ~~the processor is configured to receive~~ receiving one or more instructions comprises receiving one or more instructions to delete a piece of content having a highest deletion priority value from the respective plurality of pieces of content, the respective piece of content having been identified by the ~~network entity~~ other apparatus as the piece of content having the highest deletion priority value from a comparison ~~of~~ between the deletion priority values of the pieces of content having an exceeded client expiration time, the comparison excluding any piece of content without an exceeded client expiration time.

15. (Currently Amended) The apparatus of Claim 14, wherein, when the ~~network entity~~ other apparatus determines a plurality of pieces of content have an exceeded client expiration time, ~~the processor is configured to~~ receiving one or more instructions comprises repeatedly ~~receive~~ receiving one or more instructions to delete a piece of content having a highest deletion priority value from the respective plurality of pieces of content until one of memory of the ~~terminal~~ apparatus has sufficient storage capacity for the at least one subsequent piece of content, or each of the respective plurality of pieces of content has been identified and deleted.

16. (Currently Amended) The apparatus of Claim 15, wherein, when the ~~network entity~~ other apparatus determines a plurality of pieces of content have an exceeded client expiration time, and when the memory does not have sufficient storage capacity for at least one subsequent piece of content and each of the respective plurality of pieces of content has been identified and deleted, ~~the processor is configured to receive~~ receiving one or more instructions comprises receiving one or more instructions to delete at least one piece of content having a highest deletion priority value from any pieces of content remaining in memory of the ~~terminal~~ apparatus, the at least one piece of content having been identified by the ~~network entity~~ other apparatus as the piece of content having the highest deletion priority value from a comparison ~~of~~ between the deletion priority values of the pieces of content remaining in memory of the ~~terminal~~ apparatus.

17. (Currently Amended) The apparatus of Claim 12, wherein the ~~processor is configured to associate~~ memory stores executable instructions that in response to execution by the processor cause the apparatus to further perform the following:

associating each piece of content stored in the memory with respective parameters.

18. (Currently Amended) The apparatus of Claim 17, wherein the ~~processor is configuerd to set~~ memory stores executable instructions that in response to execution by the processor cause the apparatus to further perform the following:

setting the deletion priority value for at least one piece of content.

19. (Currently Amended) A method of controlling storage of content in memory, the method comprising:

receiving, at a network entity from a terminal located remote from the network entity, a status of at least one piece of content stored in memory of the terminal, wherein each piece of content is associated with parameters including a client expiration time and a deletion priority value; and

sending one or more instructions from the network entity to the terminal based upon the status and the associated parameters, including the client expiration time and deletion priority value, to at least partially control, from the network entity, storage of content in memory of the terminal.

20. (Currently Amended) The method of Claim 19, wherein sending one or more instructions comprises:

determining ~~if~~ when memory of the terminal has sufficient storage capacity for at least one subsequent piece of content; and ~~if~~ when memory does not have sufficient storage capacity,

sending one or more instructions to delete at least one piece of content based upon a comparison ~~of~~ between the deletion priority values of a plurality of pieces of content stored in memory of the terminal.

21. (Currently Amended) The method of Claim 20, wherein sending one or more instructions to delete at least one piece of content comprises:

determining a plurality of pieces of content having an exceeded client expiration time; and

identifying, and thereafter sending one or more instructions to delete, a piece of content having a highest deletion priority value from a comparison ~~of~~ between the deletion priority values of the pieces of content having an exceeded client expiration time, the comparison excluding any piece of content without an exceeded client expiration time.

22. (Previously Presented) The method of Claim 21, wherein identifying, and thereafter sending one or more instructions to delete, a piece of content comprise repeatedly identifying, and thereafter sending one or more instructions to delete, a piece of content until one of memory of the terminal has sufficient storage capacity for the at least one subsequent piece of content, or each piece of content having an exceeded client expiration time has been identified and deleted.

23. (Currently Amended) The method of Claim 22, wherein when memory of the terminal does not have sufficient storage capacity for at least one subsequent piece of content and each piece of content having an exceeded client expiration time has been identified and deleted, the method further comprises:

identifying, and thereafter sending one or more instructions to delete, a piece of content having a highest deletion priority value from a comparison ~~of~~ between the deletion priority values of any pieces of content remaining in memory of the terminal.

24. (Previously Presented) The method of Claim 19 further comprising:

receiving at least one piece of content at the network entity; and

sending at least one piece of content to the terminal such that the terminal receives, and thereafter stores, the at least one piece of content sent thereto.

25. (Currently Amended) The method of Claim 24, wherein the parameters further include a server expiration time, and wherein the method further comprises:

monitoring the server expiration time of the at least one piece of content in memory of the network entity to determine ~~if~~ when at least one piece of content has an exceeded server expiration time; and ~~if~~ when at least one piece of content has an exceeded server expiration time,

deleting the at least one piece of content having an expired server expiration time.

26. (Previously Presented) The method of Claim 19 further comprising:

associating each piece of content stored in memory of the terminal with respective parameters.

27. (Previously Presented) The method of Claim 26, wherein associating each piece of content comprises setting the deletion priority value for at least one piece of content at the terminal.

28. (Previously Presented) The method of Claim 26, wherein associating each piece of content comprises associating each piece of content stored in memory of the terminal with respective parameters at the network entity.

29. (Currently Amended) A computer program product for controlling storage of content in memory, the computer program product comprising a computer-readable storage medium having computer-readable program code portions stored therein~~, the computer-readable program code portions comprising~~ that in response to execution by a processor cause an apparatus to at least perform the following:

~~a first executable portion configured to receive~~ receiving, ~~at a network entity~~ from a terminal located remote from the ~~network entity~~ the apparatus, a status of at least one piece of content stored in memory of the terminal, wherein each piece of content is associated with parameters including a client expiration time and a deletion priority value; and

~~a second executable portion configured to send~~ sending one or more instructions from the ~~network entity~~ apparatus to the terminal based upon the status and the associated parameters, including the client expiration time and deletion priority value, to at least partially control, from the ~~network entity~~ apparatus, storage of content in memory of the terminal.

30. (Currently Amended) The computer program product of Claim 29, wherein ~~the second executable portion is configured to determine~~ sending one or more instructions comprises:

~~if~~ determining when memory of the terminal has sufficient storage capacity for at least one subsequent piece of content~~,~~; and ~~if~~ when memory does not have sufficient storage capacity, ~~send~~

sending one or more instructions to instruct at least one of the terminal or a user of the terminal to delete at least one piece of content based upon a comparison ~~of~~ between the deletion priority values of a plurality of pieces of content stored in memory of the terminal.

31. (Currently Amended) The computer program product of Claim 30, wherein ~~the second executable portion is configured to determine~~ sending one or more instructions to delete at least one piece of content comprises:

determining a plurality of pieces of content having an exceeded client expiration time~~, identify~~;

identifying a piece of content having a highest deletion priority value from a comparison ~~of~~ between the deletion priority values of the pieces of content having an exceeded client expiration time~~, and send~~ the comparison excluding any piece of content without an exceeded client expiration time; and

sending one or more instructions to instruct the terminal to delete the identified piece of content.

32. (Currently Amended) The computer program product of Claim 31, wherein ~~the second executable portion is configured to repeatedly identify a piece of content, and send~~ identifying a piece of content, and sending one or more instructions to instruct the terminal to delete the identified piece of content, comprise repeatedly identifying a piece of content, and sending one or more instructions to instruct the terminal to delete the identified piece of content, until one of memory of the terminal has sufficient storage capacity for the at least one subsequent piece of content, or each piece of content having an exceeded client expiration time has been identified and deleted.

33. (Currently Amended) The computer program product of Claim 32, wherein the computer-readable storage medium has computer-readable program code portions stored therein that in response to execution by the processor, when memory of the terminal does not have sufficient storage capacity for at least one subsequent piece of content and each piece of content having an exceeded client expiration time has been identified and deleted, ~~the computer program product~~ cause an apparatus to further ~~comprises~~ perform the following:

~~a third executable portion configured to identify~~ identifying, and thereafter ~~send~~ sending one or more instructions to instruct the terminal to delete, a piece of content having a highest deletion priority value from a comparison ~~of~~ between the deletion priority values of any pieces of content remaining in memory of the terminal.

34. (Currently Amended) The computer program product of Claim 30, wherein the computer-readable storage medium has computer-readable program code portions stored therein that in response to execution by the processor cause the apparatus to further ~~comprising~~ perform the following:

~~a third executable portion configured to receive~~ receiving at least one piece of content at ~~a network entity~~ the apparatus; and

~~a fourth executable portion configured to send~~ sending at least one piece of content to the terminal such that the terminal receives, and thereafter stores, the at least one piece of content.

35. (Currently Amended) The computer program product of Claim 34, wherein the parameters further include a server expiration time, and wherein the ~~computer program product~~ computer-readable storage medium has computer-readable program code portions stored therein that in response to execution by the processor cause the apparatus to further ~~comprises~~ perform the following:

~~a fifth executable portion configured to monitor~~ monitoring the server expiration time of the at least one piece of content in memory of the ~~network entity~~ apparatus to determine ~~if~~ when at least one piece of content has an exceeded server expiration time~~,~~; and ~~if~~ when at least one piece of content has an exceeded server expiration time, ~~delete~~

deleting the at least one piece of content having an expired server expiration time.

36. (Currently Amended) The computer program product of Claim 29, wherein the computer-readable storage medium has computer-readable program code portions stored therein that in response to execution by the processor cause the apparatus to further ~~comprising~~ perform the following:

~~a third executable portion configured to associate~~ associating each piece of content stored in memory of the terminal with respective parameters.

37. (Currently Amended) The computer program product of Claim 36, wherein the ~~third executable portion is configured to set~~ computer-readable storage medium has computer-readable program code portions stored therein that in response to execution by the processor cause the apparatus to further perform the following:

setting the deletion priority value for at least one piece of content at the terminal.

38. (Currently Amended) The computer program product of Claim 36, wherein ~~the third executable portion is configured to associate~~ associating each piece of content comprises associating each piece of content stored in memory of the terminal with respective parameters at the ~~network entity~~ apparatus.

39. (Currently Amended) An apparatus comprising:

a means for storing at least one piece of content, wherein each piece of content is associated with parameters including a client expiration time and a deletion priority value;

a means for sending a status of the at least one piece of content stored by the apparatus to a network entity located remote from the apparatus; and

a means for receiving one or more instructions from the network entity based upon the status and the associated parameters, including the client expiration time and deletion priority value, to at least partially control storage of the at least one piece of content by the apparatus.